

PHOENIX - As the holiday shopping season officially kicks-off on "Black Friday," **November 27, 2009, at 10:30 a.m.**

U.S. Rep. Harry Mitchell will join Phoenix Mayor Phil Gordon and Local First Arizona at Bashas' on 48 St. and Warner Rd. in Ahwatukee to encourage shoppers to support local, home grown Arizonan businesses and Buy Local.

"Buying local means strengthening our local economy, creating local jobs, and ensuring local, more sustainable economic development in our community," Mitchell said. "I can think of no better time than the holiday shopping season to help make Arizonans aware of the increased impact they can have on their communities by supporting local businesses. In these difficult economic times it is more important than ever."

Buying locally strengthens the viability and competitiveness of local businesses. For every \$100 in consumer spending, the total local economic impact is only \$13 when goods and services are purchased at a national chain store. The same amount spent with a local merchant, small business, or retailer yields more than three times the local impact, nearly \$45 for every \$100 spent

November 27, 2009 officially marks the start of Buy Local Week, which runs through December 4, 2009.

WHAT: Congressman Mitchell, Mayor Gordon and Local First Arizona encourage shoppers to Buy Local

WHEN: 10:30 a.m., Friday, November 27 at

WHERE: Bashas' at 48th Street and Warner in Ahwatukee